



Freeing the IT Department!

Sharing the Social Media Burden Across Your Organization



My Background

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- **English and Literature (BA, MA)**
- **Editor of TechLINKS Magazine (2003 - 2008)**
- **Founder of Atlanta Media Bloggers Group (2005)**
- **Business Development, Sophicity (2008 - present)**
- **Experience with Cities and Municipal Leagues**





Two Opening Data Points

1. At August 2010 GMIS International conference, municipal IT directors and managers complained about city administrators placing the burden of social media upon IT.
2. A recent HP study found that “52% of [government IT professionals] said their public-sector organization is embracing Gov 2.0.” (GovTech, October 6, 2010) That’s 48% NOT embracing Gov 2.0.

Lack of non-technical decision maker understanding of social media = IT FRUSTRATION!



Presentation Overview

- **ANALYZE IT's Social Media Burden**
- **EXPLAIN Why Social Media is NOT IT!**
- **ARGUE Why Organizations Need a Social Media Strategy**
- **REDEFINE IT's Social Media Role**

So why is IT burdened with social media?





So why is IT burdened with social media?

- Tradition and Habit
- Fear of Security Risks
- Software and Data Concerns



Tradition and Habit

- 1990s - Website creation / publishing difficult
- Webmasters handled websites and content management.
- Users now easily edit website text (CMS, wikis, blogging, etc.)
- Non-technical decision makers often do not keep up with IT
- Current perception that social media = technology.



Security Risks

- Hacking / Viruses / Spam
- Privacy Settings / Passwords
- Scams / Identity Theft
- Quizzes / Games

"I did every horrible thing in the book too, just to get revenues right away. I mean we gave our users poker chips if they downloaded this Zwinky toolbar which was like, I don't know, I downloaded it once and couldn't get rid of it."

- Mark Pincus, CEO of Zynga, November 9, 2009



Security Risks

“A study from Compuware found that less than one percent of data loss incidents reported over the past year were the result of an external attack or compromise. That means that 99 percent were caused by internal users--either intentionally or inadvertently.”

Source: Zecurion White Paper

Security Risks

**THESE USERS WORK FOR CITIES
(AND EVERYWHERE ELSE)!**

Software and Data Concerns

- Social media integration with website
- Customized social media
- Mobile devices connected to social media and network



Perception of Social Media

Many Non-Technical Decision Makers Think:

- The “webmaster” will handle social media.
- IT will know how to keep us safe from hackers and viruses.
- It’s complicated new technology, so that is IT’s territory.

Working from incorrect and/or limited assumptions is the root of why IT is often burdened with social media.

These assumptions need to be reexamined.



Social Media is NOT IT

- It's MEDIA
- But it's not traditional media
- It's SOCIAL
- Non-IT skill sets required for success



It's MEDIA

- **Extension of traditional media**
 - Define audience
 - Define content
 - Establish best channel
 - Create and publish content
- **Content supply = Audience demand**
- **Social media begins from same principle**



Different from traditional media

- Accessible
- Scalable
- Zero to Minimal Overhead
- Democratic



It's SOCIAL

- **People can interact with content**
 - **Comment**
 - **Link to you**
 - **Become a fan or follow you**
- **Communities (i.e. audiences) develop and expand.**
 - **Existing audiences**
 - **New audiences**



Social Media Requires Different Skill Sets

- **Communications**
- **Marketing / Public Relations**
- **Media / Publishing**
- **Writing / Editing**

THIS IS NOT INFORMATION TECHNOLOGY!



How Can We Make Social Media Work?





Request a Social Media Strategy

SOCIAL MEDIA STRATEGY INCLUDES:

- Strategic Plan
- Governance / Policy Considerations
- Clear Role for IT

Strategic Plan

- What is the main business driver?
- Who are the key stakeholders?
- Who is the target audience?
- What kind of content does target audience need?
- What is the budget?
- What are the measurements of success?



Governance / Policies

- Is there a social media policy?
- How will citizens participate?
- How will social media integrate with customer service?
- How will social media affect security risks to the city?
- How is social media an extension of existing communications, HR, and other policies?

So...What is IT's Role?

- Consulting
- IT Support
- Security
- Part of Governance / Policy Committee

Participate - DON'T DRIVE!



Consulting

- What tools / technologies are needed?
- Raise red flags about issues.
- Have enough knowledge to help guide the stakeholders as they shape strategy.

Palo Alto Case Study: All new social media tools must be approved by City Manager and IT.



IT Support

- Help with technical aspects of setup.
- Provide technical helpdesk support.
- Ensure social media tools / technologies operate effectively.

Palo Alto Case Study: IT works with departments to create basic Facebook page, approves applications added to Facebook, provides templates, etc.

Security

- Create clear yet not overly draconian usage policies.
- Clarify who has access to sites/applications.
- Train basic IT users on security - viruses, phishing, etc.
- Ensure mobile / wireless social media covered.

Palo Alto Case Study: IT maintains list of approved social media tools, including login/password information.



Governance / Policy

- Enforce existing governance / policies.
- For example, HR issues fall under HR:
 - Distractions
 - Violations of job description
- Branding damage falls under Communications.

Palo Alto Case Study: Existing policies and procedures cover social media. Exceptions to policy must be approved by City Manager and IT.



10 Takeaways

1. Non-technical decision makers often misunderstand social media.
2. Social media is by definition not IT.
3. When saddled with social media from a technology perspective, act like the consultant.
4. Ask basic questions about social media strategy to challenge those giving you responsibility.
5. If they can't answer key questions, tell them you have concerns about how to best help them.

10 Takeaways

6. Work with stakeholders, not against them.
7. Work with stakeholders from the BEGINNING.
8. Loosen up, but stay concerned about security.
9. Stay informed about social media - enough to provide alternatives and options to stakeholders. Expect change and new players!
10. HAVE FUN!



Questions and Answers

THANK YOU!

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